



# Canada Beef Export Federation

235, 6715 - 8th Street, N.E.

Calgary, Alberta

CANADA T2E 7H7

Tel: (403) 274-0005 Fax: (403) 274-7275

E-mail: [canada@cbeef.com](mailto:canada@cbeef.com)

## NEWS RELEASE

FOR IMMEDIATE RELEASE

---

### HIGH LEVEL OF INTEREST FOR CANADA BEEF EXPORT FEDERATION SEMINAR IN CHINA

*Calgary, Alberta, July 5, 2010 -*

The Canada Beef Export Federation (CBEF) Demand Building Seminar, held July 1, 2010 in Beijing, China, attracted the largest media interest of any event ever held by CBEF in China. Eleven Chinese media outlets attended a press conference held prior to the seminar – including China’s largest English-language daily; largest Chinese business newspaper; one of the largest web-news agencies (with up to 700 million page-views daily); and trade papers with regional and national coverage.

There was also a high level of interest in seminar participants, with approximately 100 key representatives from Beijing’s import, distribution, retail and hotel and restaurant sectors attending.

“This level of interest would not have been possible without the focused efforts of the CBEF-China offices in Hong Kong and Shanghai over the past seven years since BSE was diagnosed in Canada,” says Haney. “All of the Canadian industry’s investment in operating the CBEF office in Shanghai will be paid back with large trade dividends in the first few months of Canadian beef returning to China later this year. This represents a very large return on our industry’s strategic investment in the China market.”

Featuring at a Canadian Beef Sampling Reception following the seminar was the first Canadian beef to be in China since world markets closed in 2003. The beef was supplied by CBEF Export Member Cargill, with the Executive Chef of the Park Hyatt Hotel preparing it in five innovative recipes, including chilled short rib appetizers, grilled strip loin with fresh pâté and roasted rib eye.

“The quality of the beef was first rate,” says Haney. “The guests highly appreciated the eating experience and expressed interest in immediately restarting sales of Canadian beef once the market officially opens. Fifteen of the guests were chefs from leading Beijing hotels – ready to place Canadian beef on their steakhouse menus. They are also interested in developing Chinese fusion offerings featuring Canadian beef.

“Specialist distributors showed great interest in Canadian milk-fed veal, beef from Wagyu-influenced cattle and artesian beef products from tightly-organized producer supply chains. This will supplement larger shipments of Canadian boxed beef at the highest levels of China’s food service sector.

“The return of Canadian beef to the China market is not only a priority of the Canadian

industry,” he says. “The great interest, excitement and anticipation shown by both the Chinese industry and media is a measure of the success and demand with which it will be welcomed.”

The Canada Beef Export Federation operates offices in the key international markets of Japan, South Korea, Taiwan, Mainland China, Hong Kong and Mexico

For more information, please contact:

Ted Haney  
President  
Canada Beef Export Federation  
235, 6715 - 8<sup>th</sup> Street, N.E.  
Calgary, AB T2E 7H7  
Tel (403) 274-0005  
Fax (403) 274-7275  
Email [tedhaney@cbef.com](mailto:tedhaney@cbef.com)  
Website <http://www.cbef.com>

Gib Drury  
Board Chair  
Canada Beef Export Federation  
Tel (819) 459-2991